



## Campaign brief – Allie Mikenna Made

**Client:** Allie Mikenna Made

**Subject:** Brand awareness campaign

**Date:** 02/23/2020

**Briefed by:** Allie Smaha, Senior Communications Specialist

**Project description:** After a successful vendor market in the fall, Allie Mikenna Made wants to put out a brand awareness campaign to promote key products and share the brand story with target customers.

### Requirement:

Social media ads (Facebook, Instagram), social media posts, direct mail, email.

### Purpose:

- Short term objectives:
  - Increase Instagram followers 10% by July 31, 2020
- Long term objectives:
  - Increase Etsy shop visits 100% by Dec. 31, 2020
  - Earn \$200 in online sales by Dec. 31, 2020

We will evaluate effectiveness via Etsy shop traffic data and Instagram insights data. Benchmark: 39 total shop visits so far in 2020, 118 Instagram followers. \$0 in Etsy sales in 2020 as of Feb. 23, 2020.

### Target Audience:

Target audience is women aged 20-40 who live in Iowa. They like to read books and buy personalized gifts for their friends, family, and co-workers. They work in a variety of fields – financial services, teaching, nursing, etc. They care about shopping locally and supporting small Iowa businesses. They are lower and upper middle class – and likely fall into the “Young & Influential” or “Kids & Cul-de-Sacs” customer segment groups, with a median household income between \$70,000-77,000 per year.

### Positioning:

Allie Mikenna Made is currently an unknown brand outside of friends and family. The Legit Local Market in November 2019 brought some new customers and initial brand awareness.

**Strengths:** Unique personalized products that can be gifted for a variety of events.

**Weaknesses:** Low brand recognition/ awareness, small following due to small length of time in the market, no prior investments in brand awareness, low marketing budget.

**Opportunities:** Unique product designs could appeal to the large audience of book bloggers on Instagram with a marketing investment. Spring and summer are major wedding seasons where personalized gifts will resonate more with shoppers.

**Threats:** Many big box stores such as Target and Michaels offer similar (but not personalized) products for less. Etsy is saturated with similar product offerings from around the country, but not many in Iowa.

**Benefits:**

- Personalized gifts build connections between the purchaser and the recipient – they show they care and have thought about their friend or family member and their interests. That’s important to customers because everyone wants to feel loved and a sense of belonging.
- Secondary benefits – products are fun and useful, adding décor to your home or filling a functional need in a fun, personalized way.
- Products are local – which make people feel good about shopping small and supporting a local business vs. buying something less personal at a big brand store.

**Proposition:**

Allie Mikenna Made creates personalized gifts and home goods straight from the heartland that show you care and add a special touch to every gift-giving opportunity.

**Response:**

Our goal is to increase general brand awareness by getting people to visit the Allie Mikenna Made Etsy store or Instagram page, and ultimately to take the action of buying products.

**Executorial guidelines:** N/A

**Branding and visuals:**

Primary logo font and stylized font is Bellatrix. Size 14 or 16 for headers, size 11 or 12 for body text. Use Cambria for body font on text-heavy graphics, vendor show collateral, and print marketing materials. Use black or dark grey font (code: R60 G60 B60).

**Tone of voice:**

Casual, approachable, friendly, helpful tone of voice. We write like we're talking to our friends, but in a polished way.

### **Distribution:**

Online – through social media posts to build brand and product awareness, and targeted ads to grow reach.

### **Background and context:**

Allie Mikenna Made is a small hobby business that first launched in October 2018. Outside of participating in the Legit Local Market in November 2019, no brand awareness campaigns have been conducted, and all reach has been organic – primarily friends and family. The target audience is primarily people similar to the business owner (Allie Smaha) and her interests – as this is primarily a business for fun and extra income. Competition is strong – both big brand companies that provide similar (but less personalized) products and other Etsy stores. Our unique selling proposition to target customers is that our products are local, made in Iowa, relatable, and unique designs you can't get anywhere else.

In addition to beginning a small marketing campaign and increasing a focus on brand-building social media posts, Allie Mikenna Made is exploring launching a local vendor market in 2020 called Heartland Made Market to make in person connections and build brand awareness.

Customers who have purchased products have shared positive reviews that help support the brand such as:

“Adorable! Brought the perfect amount of Christmas cheer to my kitchen!”

“I loved my first order, so I ordered again. The towels were just as great as the first time and shipping was timely.”

“Everything that Allie made for me was incredible. She made adorable totes, tea towels, makeup pouches, and notebooks that were a hit as giveaways at a book festival I was signing at! People were coming to my booth specifically because they saw the cool prizes that people were getting for signing up for my email list. Her items led to some strong leads for future (paying!) events that I'm going to participate in, so giving her items away as a giveaway was such a great investment.”

### **Key messages**

- **Personalized** wine glasses are perfect gifts for your friends
- **Custom** initial towels make the perfect give for any couple in your life
- Give a **locally made** gift straight from the heart, that's unique to your friends and family. Message me today to collaborate on a custom order.
- The Heartland Made Market is a unique opportunity to connect local makers with customers looking for personalized gifts

### **Budget**

We have a marketing budget of \$60 for short term social media promotional ads and \$40 for print materials.

### Timeline and tactics

Timing	Tactic	Medium	Responsible
03/07	Print ad	Urbandale, IA magazine	Allie
03/23	Table brochure for vendor markets	Sales material	Allie
12/05	Direct mail advertisement to targeted past customers	Printed material	Allie
11/15	Press release – Heartland Made Market	Des Moines Register	Allie
11/29	Radio commercial	Kiss 107.FM	Allie
11/15	Landing page – Heartland Made Market	Alliemikenna.com	Allie
12/01	Email to past customers	<a href="mailto:Alliemikennamade@gmail.com">Alliemikennamade@gmail.com</a>	Allie
12/01-12/15	Social media ads	Facebook, Instagram	Allie

### Briefing details

**Date** 02/23/2020

**Brief given by** Allie Smaha

**Brief taken by** Allie Smaha

**Brief agreed by** Allie Smaha

Written by Allie Smaha.

## **Print Ad – Final draft**

### **How's your gifting game?**

Are you stuck in a routine of grabbing the holiday season's hot item from your favorite big box retailers? Shake things up with a unique, personalized gift this year.

You'll find cute, functional drinkware and home goods that are custom-made upon your order. We have designs perfect for your best friend, your mom, your book club, or your co-workers.

Find ready-to-ship products on Etsy by searching for "AllieMikennaMade."

Have something even more custom in mind? Let's connect! Email us at [alliemikennamade@gmail.com](mailto:alliemikennamade@gmail.com) and we'll work together to bring your idea to life.

## **Final draft – Sales Material Copy (Brochure for vendor market)**

### **Front:**

**Heading:** Give personalized gifts that spark joy

### **Subheading:**

Collaborate with Allie Mikenna Made for unique gifts that are perfect for all giving occasions.

**Cover image:** Products – customized hand towel and wine glass

### **Inside:**

**First page heading** – Personalized gifts with Midwest charm

### **Body text – first (left) inside page**

Do you struggle to find that perfect gift for the friends and family on your list? Look no further.

Every item by Allie Mikenna Made is handcrafted and can be personalized for your recipient—so they'll know you thought specifically of them when you picked it out.

Locally made in Iowa, we specialize in stainless steel wine glasses and mugs, flour sack hand towels, notebooks, tote bags, and seasonal holiday items.

You can choose from ready-to-ship designs with plenty of Midwestern charm or add a personal touch.

For a gift completely unique to your loved ones, we can collaborate on a totally custom tote bag, towel, or apparel item.

### **Inside right flap**

**Product images** – “Bless this dirty kitchen” towel, “This kitchen runs on love and donuts” towel, holiday towels

**Text:** Flour sack towels add a touch of personality to your home. You'll find ready-to-ship and totally customizable options in my Etsy shop.

### **Inside middle**

**Top:** Product photos – wine glass, woodcut ornaments, monogram mug, Iowa wine glass in different color

**Text underneath:** Birthdays. Holidays. Bridesmaids proposals. Best friend care packages. Galentines. Weddings.

We've got you covered.

### **Inside Right:**

**Headline:** Ready for gifting

**Text underneath:**

Every order ships to you carefully packaged in tissue paper and cotton twine. So it's ready to gift (or ready to unwrap and start using. Don't be ashamed to treat yourself).

### **Tips for gifting our personalized gifts**

Our gifts are perfect for gifting on their own, but you can jazz them up even further with a few simple touches. Try these ideas:

- Pair a monogrammed mug with a mini bottle of champagne for a bridesmaid proposal
- Pair a holiday towel with a woodcut ornament (tie it to the outside of your gift bag!)
- Pair a custom wine glass with their beverage of choice and a box of chocolates for the perfect Galentine's or birthday gift

### **Back:**

**Image** – Headshot of me (business owner)

Text under photo: **I'm Allie, the face behind Allie Mikenna Made. I've lived in Iowa for 14 years and** love bringing Midwestern charm into my products. I started this business to help channel my creativity and love helping bring your perfect gift ideas to life

**Header:** Let's connect!

**Text underneath:**

To discuss a custom order, please reach out to me via email:  
alliemikennamade@gmail.com.

To see more product designs, check me out on Instagram @alliemikennamade.

To get right to shopping, find me on Etsy at AllieMikennaMade.

## Final draft – Direct mail

*Note, the only feedback that applied to my copy was related to the apostrophe in the headline and spelling out “West Des Moines,” so those are the only edits you’ll see below. Everything Sujit commented on was on the designed piece. I did take his advice to add a social handle to the contact call to action.*

- **Headline** – ’Tis the season to skip ordinary gifts
- **Message and supporting copy**
  - Thoughtful, personalized gift giving is easier than you think. Shop locally for your loved ones with our unique gifts that can be custom-designed for anyone on your list.
- **Offer**
  - **Front:** Find us on Etsy! Flip this card over for a free gift with purchase.
  - **Back:** Use the code AMMHOLIDAY for a free ornament with your purchase when you order by Dec. 5.
- **Testimonials or social proof**
  - “Adorable!! Brought the perfect amount of Christmas cheer to my kitchen!” – Maggie, West Des Moines, IA
- **Call to action**
  - **Front:** Find us on Etsy! Flip this card over for a free gift with purchase.
  - **Back:** Browse ready-to-ship products in our Etsy shop: [www.etsy.com/shop/AllieMikennaMade](http://www.etsy.com/shop/AllieMikennaMade). Send us a message at [alliemikennamade@gmail.com](mailto:alliemikennamade@gmail.com) or on Instagram @alliemikennamade to discuss a custom order.



## Final draft – Press Release

*FYI, this is a totally made up event for the purposes of this assignment*

### FOR IMMEDIATE RELEASE

#### Shining a light on small craft businesses at the Heartland Made Market

*Allie Mikenna Made launches vendor market to highlight local Iowa makers*

URBANDALE, IA. (April 2, 2020) – Small businesses are the backbone of Iowa's economy, employing 646,525 people and making up 99.3% of Iowa Businesses ([Small Business Association](#)). But new local craft business owners often struggle with reaching consumers when starting their businesses online. Allie Smaha, owner of local craft business Allie Mikenna Made, is introducing the Heartland Made Market to connect local makers with consumers in a local environment.

“Vendor markets are a great way for small businesses to connect with customers. Often, vendor fees for a table space are high, making it difficult for new businesses to join the event. We wanted to create an opportunity to showcase the talented crafters and makers in Iowa in one accessible event, so community members can find quality local gifts and home items heading into the holidays,” said Allie Smaha, owner—Allie Mikenna Made and creator of the Heartland Made Market.

The Heartland Made Market will take place on Dec. 5, 2020 from 8 a.m. to 6 p.m. at the Valley Community Center, 4444 Fuller Road, West Des Moines, IA 50265. Local makers and craft business owners are invited to apply for a table space at [www.heartlandmademarket.com/apply](http://www.heartlandmademarket.com/apply). Vendor tables are 6 feet by 8 feet spaces and \$15.

Vendor applications will be evaluated to make sure there are a variety of high quality and unique product options for customers during the show. Food and beverages will be available for purchase from 515 Pi food truck. Kids crafts and activities will be provided free of charge.

For more information, visit [www.heartlandmademarket.com](http://www.heartlandmademarket.com).

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#### About Allie Mikenna Made

Allie Mikenna Made is a locally owned craft business based in Urbandale, IA. They create personalized gifts and home goods straight from the heartland that show you care and add a special touch to every gift-giving opportunity. For custom orders and more, find us on Instagram @alliemikennamade or on Etsy: <https://www.etsy.com/shop/alliemikennamade>. For more about the Heartland Made vendor market, visit [www.heartlandmademarket.com](http://www.heartlandmademarket.com).

#### Press Contact

Name: Allie Smaha

Title: Owner

Organization: Allie Mikenna Made

Phone: 515-314-7152

Email: [alliemikennamade@gmail.com](mailto:alliemikennamade@gmail.com)

## Final draft – Radio commercial

### Heartland Made Market Radio Ad

Production note: All talent speaks in conversational, welcoming, and excited tone.

MUSIC: UPBEAT TONAL MUSIC

ALLIE: Want to spice up your gifts this holiday season?

SFX: HOLIDAY JINGLE BELL RINGS TWICE

ALLIE: Shop for locally made gifts at the Heartland Made Market. There's something for everyone. You'll find home décor, clothing, soaps and bath bombs, local teas and baked goods, and more.

SFX: HOLIDAY JINGLE BELL RINGS TWICE, AGAIN

ALLIE: Stop in and shop on Saturday, December 5 from 8 a.m. to 6 p.m. at the Valley Community Center in West Des Moines.

MUSIC: UPBEAT TONAL MUSIC WITH JINGLE BELL SOUND MIXED IN

ANNCR: I am Allie Smaha, founder of the Heartland Made Market. Hope to see you there on December 5! For more information, go to [www \(dot\) heartlandmademarket \(dot\) com](http://www.heartlandmademarket.com).

## Final draft- Landing page content

**A. Headline** – Are you a local maker in Iowa? We're looking for you!

**B. Subhead** –Be a vendor at the Heartland Made Market

**C. Intro paragraph** –The Heartland Made Market wants to bring local vendors of handmade goods to the community in a one-day event on Dec. 5, 2020. We're looking for makers of home goods, gifts, bath and beauty products, and other unique finds.

### **D. Benefits/bullet points**

- Vendor fees are just \$15 for a 6X8 table space.
- We want vendors and customers to have a great experience! We'll be reviewing all vendors before making final decisions to make sure we have a variety of options for shoppers, and to make sure you aren't competing with many others that sell similar products.
- We're prioritizing small businesses with quality products who have a hard time breaking into bigger markets.

**E. Form header** – Sound like you? Apply today.

**F. Form CTA copy**—Share the info below and we'll be in touch.

- Your name
- Business name
- What you sell
- How to get in touch with you for more info:
- Button with text – Submit

**G. Applicable privacy statements** – Your information will only be used for communications related to the Heartland Made Market. For more details on how information is collected and shared, please visit our privacy page.

**H. Testimonials** – “I'm looking forward to this unique opportunity to connect with customers and find creative gifts for my friends and family at this market”—Brittany Jones, owner of Bees Knees Soaps

## Final draft – Email copy

- **From Name:** Allie Smaha [hello@alliemikennamade.com]
- **Subject Line:** (Locally) shop until you drop
- **Preview Text:** Check unique gifts off your holiday list
- **Body Copy:** Headline: Find the perfect gift for everyone on your list
- **Body Copy:**
- **Intro Copy/Paragraph:**  
Still searching for gifts with a special, unique touch for your friends and family?  
We've got you covered.

Stop by the Heartland Made Market, hosted by Allie Mikenna Made, on Dec. 5 from 8 a.m. to 6 p.m. CT. You'll find locally made gifts and home goods you can't get anywhere else.

You'll find a carefully selected mix of local businesses ready to help you surprise your loved ones with memorable gifts. Hand towels, soaps, teas, and more will be available at affordable prices. All under one roof—at the Valley Community Center, 444 Fuller Road, West Des Moines, IA, 50265.

- **Call to Action:** Mark your calendar now! Admission is \$3, and tickets can be purchased at the door. Save \$1 by purchasing online today at [heartlandmademarket.com](http://heartlandmademarket.com). [Button with text: I'm in!]
- **Any applicable disclaimer copy:** Click here to view our privacy terms.
- **"Why you're receiving this email" copy:** You're receiving this email because you've previously signed up for Allie Mikenna Made's email list. [Click here to Unsubscribe](#).
- **Physical address:** Allie Mikenna Made, 16329 Springbrook Trail, Urbandale, IA, 50323

## **Final draft – Social Media copy**

Facebook ad 1:

**Image description:** Vendor table.

**Audience:** Vendors

**Text:** We're looking for Iowa vendors to showcase their unique handmade goods at the Heartland Made Market on Dec. 5.

**Headline:** Calling all creatives!

**Link:** Apply to join the fun.

**Facebook ad 2:**

**Image description:** Grid of products from different vendors at the market

**Audience:** Customers

**Text:** Unique, personalized gifts for your loved ones. All in one place. Shop holiday gifts at the Heartland Made Market on Dec. 5.

**Headline:** Local gifts they'll love

**Link:** Learn more here!

**Facebook ad 3:**

**Image description:** Custom hand towels

**Audience:** Allie Mikenna Made customers

**Text:** Looking for unique, personalized gifts? We've got you covered with custom towels, mugs, and home decor this holiday season.

**Headline:** Custom gifts spark joy

**Link:** Find the perfect gift on Etsy.